

Underserved Markets: Priorities and Preferences

Black American Report Details

- Executive Summary
 - Background
 - Research Objectives
 - Key Findings and Opportunities
- Methodology
- Segment vs General Population Demographics
- General Attitudes and Concerns
 - Financial Attitudes
 - Financial Concerns
 - Preparedness for Retirement
- Financial Knowledge
 - Rating of Financial Knowledge
 - Preferred Sources of Financial Advice by Generation (friends and family, employer, financial professional, social media, general financial website, insurance company website, aggregator website, mail, tradition medical, seminar or class)
- Financial Product Ownership
 - Life (individual and group), Annuity, Disability, Long-Term Care, Individual Retirement Account, Non-Retirement Investments, Employer-Sponsored Retirement Plan, Employer-Sponsored Supplemental Insurance, 529 College Savings Plan
 - Reasons for Owning (or Not Owning) Certain Financial Products
 - Perception of Need Versus Ownership
 - Preference for Tailored Products and Services (includes open-ended commentary)
- Coverage
 - Face Amounts (individual and group)
 - Sources of Financial Assistance if Primary Wage Earner Were to Pass Away
- Financial Professionals
 - Use and Interest in Use of Financial Professionals
 - Importance of Working with a Financial Professional Who Shares Cultural Background/Community/Values
 - Likelihood to Recommend Your Financial Professional
- Buying Process
 - Perceived Difficulty with Each Step in the Life Insurance Buying Process
 - Determining how much life insurance to buy
 - Decided what kind of life insurance to buy
 - Determining how much life insurance you can afford
 - Choosing a life insurance company
 - Finding a financial professional you feel comfortable working with
 - Choosing a financial professional you can trust
 - Being healthy enough to qualify for insurance based on medical history
 - Understanding the language used to describe the products
 - Filling out the application
 - Obtaining a life insurance medical exam
 - Online Activities
 - Preferred Method of Buying
- Appendix with Data specified by Gender, Generation, and Income

Sample Details

- Asian Americans N = 800
- Hispanic Americans N = 1,305
- Black Americans N = 800
- LGBTQ+ Americans N = 610
- General Population N=1,115
- Median Age
- Female / Male
- Married/Living with Partner
- Children Under 18 in Home
- Multi-generational Household
- Median Income
- Median Assets
- Education
- Family Descent
- Immigration to U.S.
- Language Spoken in Home
- Other Languages Spoken
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